EXHIBIT B

AI REVENUE MANAGEMENT

6.2021 | THE MEDVE GROUP INC

Meeting Agenda

PARTNERSHIP AND INTRODUCTIONS

WHAT IS AI REVENUE MANAGEMENT?

FINDING THE RIGHT PRICE

THE WORKFLOW

THE LEASING EXPERIENCE

REALPAGE OUTPERFORM

Partnership Highlights

TEAM DEDICATED TO THE MEDVE GROUP INC:

MULTIFAMILY VETERANS WITH AN AVERAGE OF 14-YEARS EXPERIENCE

EXECUTIVE LEADERSHIP TEAM

Amy Dreyfuss – SVP, Revenue Management

Jason Arnold – VP, Advisory Services

Tracy Paulk **–** VP, Implementations

CONSULTING TEAM

Julie Bemiss, AO Sr Manager

Anna Valencia, AO Consultant

PERFORMANCE ADVISORY TEAM

Lindy Olcott, Director- AO Performance Advisory Service

Laura Winner, AO Performance Advisor

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Why Revenue Management?

AI REVENUE MANAGEMENT TAKES OPTIMIZATION TO THE NEXT LEVEL

- AI Revenue Management will help uncover hidden yield through price optimization

- Advanced technology using AI to better predict future supply and demand pipelines

- Streamlined review process with the ability to incorporate multiple arms of your business in one location

- Competitor insight that allows for pricing visibility relative to market

- Visibility into amenity performance and inventory imbalance with recommendations to help optimize yield at the unit level

- Maximization of income through reduction in average vacant days and improved expiration management

- Better visibility into your asset's performance and auditing tools to ensure transparency

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Forecasting Price

AI REVENUE MANAGEMENT

Pricing Decisions Start with Data
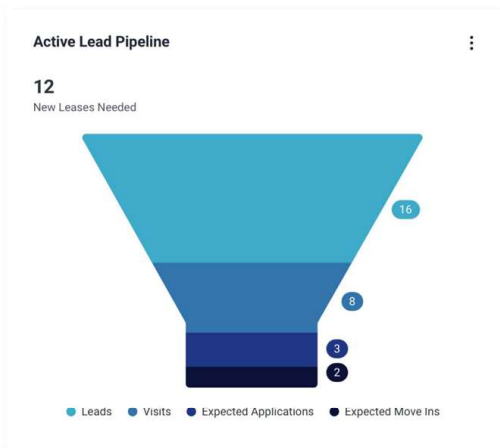
PRECISION COMES FROM DATA DRIVEN DECISIONS

Asset History — **Real Page Connected Intelligence** — Provides insight into most advantageous demand driver

OneSite Nightly Data — Identifies revenue risk and opportunity nightly

Market Data — Captures competitive landscape for informed pricing

Lead Data — Evaluates current pipeline for lead quality

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AI Demand- OneSite

AI Demand is intended to better predict the lead to applicant conversion pipeline

- Looks at OneSite lead data from guest cards and based on variables creates a prediction on whether leads will turn into applications

- Independent variables include:
  - Prospect Type – business/corporate
  - Activity Counts – quote, in-person, email, call
  - Preferences – bedroom count, move-in month, lease term
  - Durations – stabilization date to last activity date, first activity date to last activity date, last activity date to move-in date
  - Customer-Related Counts – customers, occupants, signers
  - Property Characteristics – state, market rank

- Lead forecast is combined with recent actual leasing velocity to inform the model

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Recommendation Dashboard

ACTIVE LEAD PIPELINE WIDGET

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Supply Forecasting

INTERNAL SUPPLY PIPELINE FORECASTING WITH GREATER ACCURACY

Availability + Anticipated Renewal Conversion- Each pending expiration within the forecast horizon is examined individually for its probability to renew

A+B+C =

Unique unit, rent and asset characteristics are used to predict the renewal probability for each lease

Renewal conversion forecasts are built by averaging the individual probabilities within a period

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Renewal Supply Calculation Example

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Expected
Renewals

	Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
	2	6	9	$1,500	$1,416	41%
	1	12	33	$1,317	$1,353	74%
	1	12	21	$1,298	$1,362	68%
	2	12	9	$1,362	$1,381	49%
	3	4	2	$2,103	$1,728	43%
	2	12	72	$1,422	$1,464	82%
	2	9	54	$1,672	$1,412	73%
	2	12	21	$1,404	$1,453	61%
	1	12	21	$1,326	$1,378	69%
	2	8	5	$1,719	$1,485	37%

AVG →

59.7%
Expected
Renewal
Conversion

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Renewal Supply Calculation Example

5
Expected
Renewals

	Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
	2	6	9	$1,500	$1,416	41%
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	2	12	72	$1,422	$1,464	82%
	2	9	54	$1,672	$1,412	73%
	2	12	21	$1,404	$1,453	61%
	1	12	21	$1,326	$1,378	RENEWED
	2	8	5	$1,719	$1,485	NOTICE

AVG → **61.4%**
Expected
Renewal
Conversion

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Renewal Supply Calculation Example

4
Expected
Renewals

Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
2	6	9	$1,500	$1,416	NOTICE
1	12	33	$1,317	$1,353	RENEWED
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2	12	21	$1,404	$1,453	61%
1	12	21	$1,326	$1,378	RENEWED
2	8	5	$1,719	$1,485	NOTICE

AVG →

62.7%
Expected
Renewal
Conversion

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Sizing Up the Competition

MARKET RANGE PEER COMPARISON

Creates a market range chart to determine magnitude of pricing change relative to market

THE HOW

- Mirrors the prospect buying experience

- Leverages the RealPage Lease Transaction data set augmented with survey data from RealPage Analytics

- Identifies competitive floor plans that likely present with yours in on-line searches

- Based on geographic bedroom type and effective rental rate relationships over time

- Manual entry is not required

THE WHY

- We may have different availability in our floor plans than our peers

- Our peers may have different operational strategy and business objectives (i.e. they are re-financing or on the market)

- Our management approach and reputation is the single most important differentiator to prospects

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Floor Plan Pricing

INITIAL PRICING BEGINS AT THE FLOOR PLAN GROUP

EXAMPLE – FLOOR PLAN 0B1B*

- An * indicates we have grouped more than one-unit type together to create the Floor Plan Group.
- AI Revenue Management is a statistical model, we group similar unit types based on bedroom size and seasonality to create a larger unit count.
- S1R base rent is $1200 and a S3 is $1500 = $300 Base Rent Adjustment
- AI Revenue Management prices units individually, this will protect the additional values for all studio unit types.

0B1B* Unit Types

Unit Type	Total Units	Avail. Units	Square Feet	Beds	Baths	Base Rent Adj.
S1	73	7	630	0	1	276
S1R	1	0	484	0	1	0
S2R	2	2	516	0	1	77
S3	19	0	691	0	1	300

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Floor Plan Pricing

PRICE RECOMMENDATION

DIRECTION

- The balance of supply, demand and velocity may create a price change recommendation from the model
- Outpacing expectations results in price increases, while falling behind can lead to decrease recommendations

BENCHMARK

- The model always looks to our Recent Average Effective as a benchmark for success
- Price recommendations higher than the benchmark indicate outperformance while rents below the benchmark mean greater leasing velocity is needed to maintain higher revenue

MAGNITUDE

- If a pricing adjustment is recommended, the delta from the benchmark is determined by how much work we need to do
- Competitors in the market can influence this magnitude if the market trend is following a similar pattern

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Unit Level Pricing

MATRIX-LEVEL PRICING THAT IS REVENUE NEUTRAL

AMENITIES AND BASE RENT ADJUSTMENTS

- Unit specific amenity premiums and unit type offsets are included in the unit price

LEASE TERM SCALING

- Creates a spread between various lease terms

EXPIRATION MANAGEMENT

- Recapture vacancy loss through added premiums on overexposed months

VACANCY RECOVERY

- Cost of vacancy loss built in every day a unit is held vacant and made ready

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| A12 A1 | Unit: N/A-933 | 1.0 Bed, 1.0 Bath (608 Sq. Ft.) | Faux Wood Floors, Third Floor, Upgraded Unit ... | | Available: Aug-22 | | Rate Type: Effective Rent | |

Next 15 Dates ›

Terms	Aug-22	Aug-23	Aug-24	Aug-25	Aug-26	Aug-27	Aug-28	Aug-29	Aug-30	Aug-31	Sep-01	Sep-02	Sep-03	Sep-04	Sep-05
3	1,109	1,119	1,129	1,139	1,149	1,159	1,169	1,179	1,189	1,199	1,209	1,219	1,229	1,239	1,249
4	1,035	1,042	1,050	1,057	1,065	1,072	1,080	1,087	1,095	1,102	1,110	1,117	1,133	1,140	1,148
5	1,008	1,014	1,020	1,026	1,032	1,038	1,0			1,074	1,089	1,086	1,092	1,098
6	990	995	1,000	1,005	1,010	1,015								1,063
7	978	982	986	990	995	999	1,0	1,012	1,016	1,020	1,025	1,029	1,033	1,038
8	965	969	972	976	980	984	987	99	995	999	1,002	1,006	1,010	1,014	1,017
9	951	954	957	961	964	967	971	977	981	984	987	991	994	997
10	942	945	948	951	954	957	960			978	981	984
11	931	933	936	939	941	944	947	952	955	958	961	965	966	969
12	1,006	1,008	1,011	1,013	1,016	1,018	1,021	1,02	1,026	1,028	1,031	1,033	1,036	1,038	1,041
13	1,026	1,028	1,030	1,032	1,035	1,037	1,039	1,044	1,046	1,049	1,051	1,053	1,056	1,058

AMENITIES/BASE RENT ADJUSTMENT

LEASE TERM SCALING

EXPIRATION MANAGEMENT

VACANCY RECOVERY

Pricing Matrix

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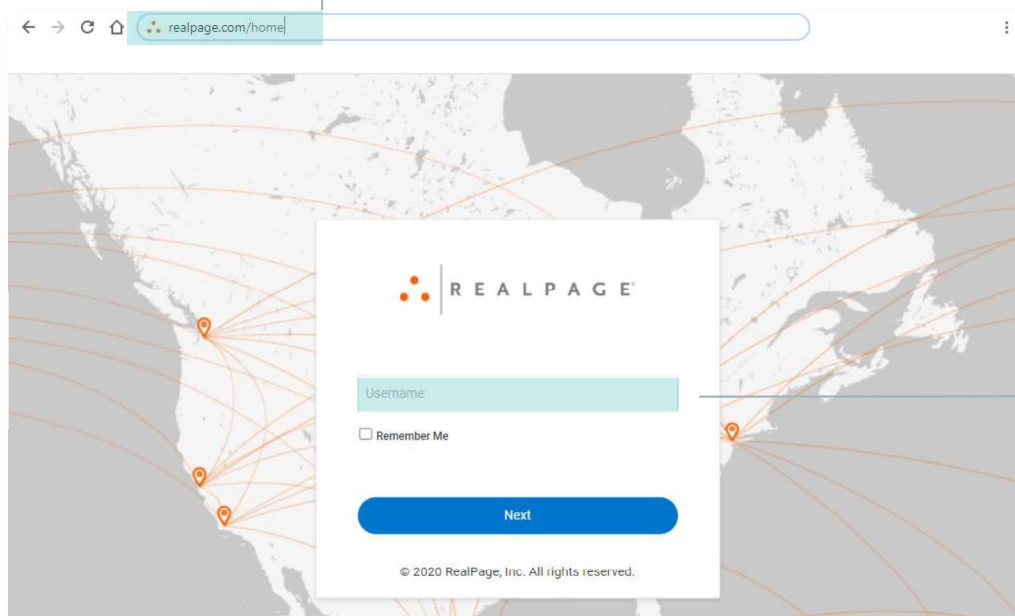
AIRM Pricing Navigation

AI REVENUE MANAGEMENT

Log-in Navigation
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Visit RealPage URL

Enter RealPage Credentials

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RealPage Home

Select AI Revenue Management Tile

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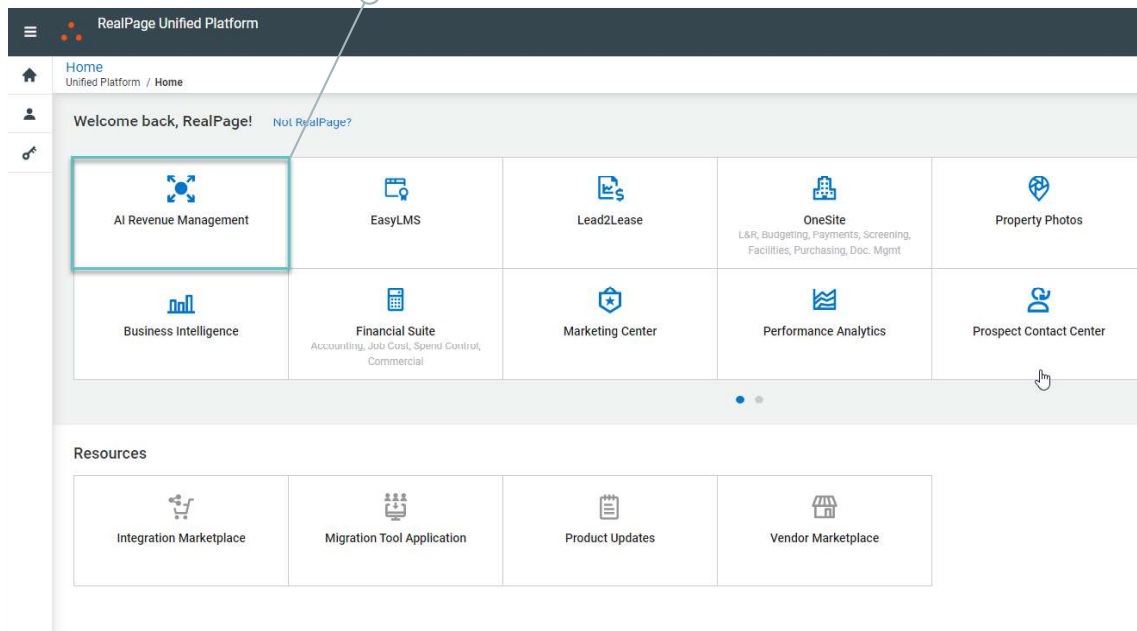
Recommendation Dashboard

OVERVIEW AND NAVIGATION

Property Dashboard loads upon login

Alternate Views are available by selecting icon
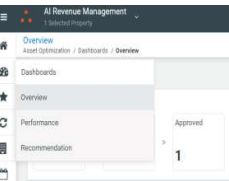
If multiple sites are selected in the property picker you can toggle between them by clicking the down arrow next to property name

View data by Property or Bed Level

Users have the ability to edit the dashboard view through the pencil icon
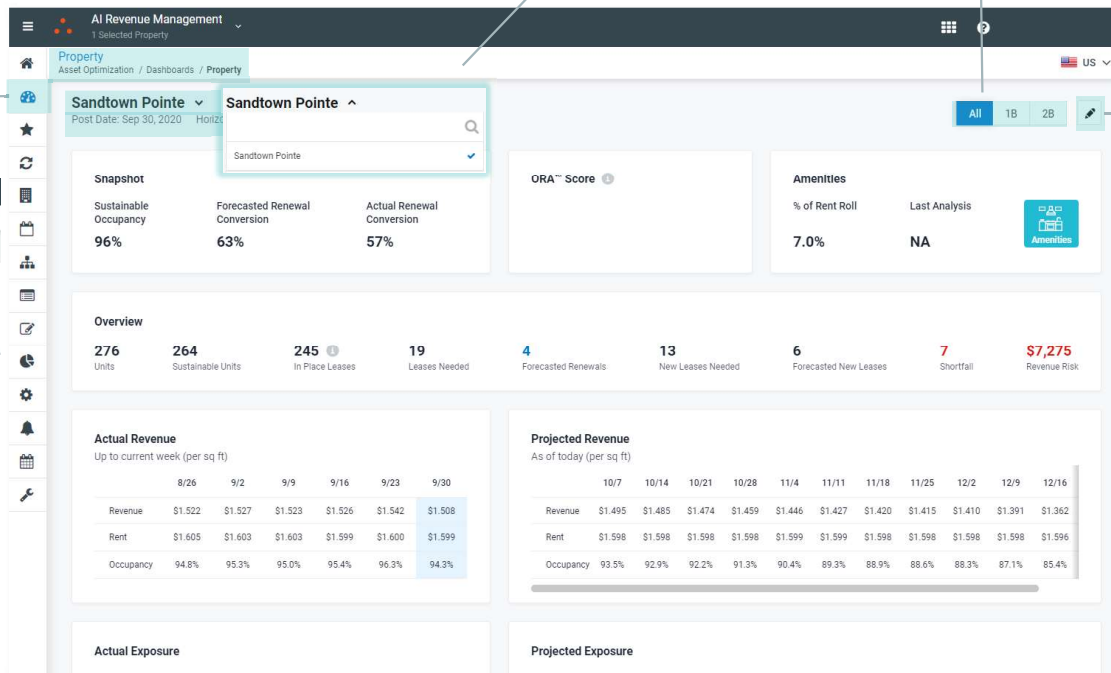
Recommendation Dashboard

PRICE

The daily price recommendations are summarized by bedroom level within the widget, providing quick reference

Chart Icon opens the Forecast and Optimization Chart for the Property

Recommended Rent, Recent Average Effective Rent (RAE), and Current Rent are as of the header date

Rate Acceptance and Lease Compliance average the respective week

The Price icon takes you directly to the New Lease Workflow

Price

	8/26	9/2	9/9	9/16	9/23	9/30
Recommended	$1,378	$1,398	$1,392	$1,378	$1,385	$1,387
RAE	$1,340	$1,357	$1,344	$1,353	$1,363	$1,364
Current	$1,370	$1,396	$1,387	$1,372	$1,362	$1,370
Rate Acceptance	96.67%	91.43%	88.57%	92.86%	88.57%	78.33%
Lease Compliance	0.0%	0.0%	-0.91%	0.0%	0.0%	0.0%

↑ 1B Price $10 to $1,225
↑ 2B Price $20 to $1,505
↑ 3B Price $62 to $1,900

Price

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New Lease Workflow
LANDING PAGE NAVIGATION

The top view allows you to see the status of rate review and will shift from Pending Review to Pending Approval then Approved

Post Date: last day we received a data feed. Should always read yesterday's date. This is also the start of the forecast period

Horizon End Date: end of forecast period, or how far out AI Revenue Management is looking into the future

Total Units accounted for in AI Revenue Management

Leases Needed: Total number of leases needed before the Horizon End Date

1-Day Change: change in Leases Needed day over day

Drop down expands floor plan review

New Lease Workflow

PROPERTY DETAILS

Four expandable Buttons to view information for each floor plan

Top line of property level information stays open when you expand your view

Quickly see floor plan metrics including last lease achieved, last rent change, recommended rate, yesterday rate, difference between them, recent average effective, leases needed, and current rate with market position for each rate.

Easy to view if the model Auto Accepted rates at time of recommendations

New Lease Workflow

FLOOR PLAN RECOMMENDATION

| 1B1B* | Units: 144 | Auto Accepted | Last Lease Date: 03/30/20 | Last Rent Change: 04/09/20 |

$1,445 ⊕	$1,415	$30 ⊕	$1,379 ⊕	8 Actual	$1,445 ⊕
Recommended $1 Amen Adj	Yesterday	Difference	Recent Avg EFF	Leases Needed	Current
0 Shortfall **84%** Mkt Pos.	**0** Shortfall **73%** Mkt Pos.	2.1% ⊕	3% 28-Day 60% Mkt Pos.	-1 ⊕ 1 Day Change	0% 7-Day 84% Mkt Pos.

Today – the model has recommended a rate of $1,445 which is 84% of the market, with $1 additional adjustments needed to rent due to an amenity or base rent change

Yesterday – we accepted $1,415 at 73% of the market. If we keep this rate, we will achieve all the leases needed, with 0 Shortfall

The Difference between Yesterday's Rate and the Recommended Rate is a $30 increase

RAE is $1,379 – the model is recommending a $66 increase, above Recent Average EFF

We need 8 leases in our Forecast Period, and we have had a change in the number of leases of -1 needed from yesterday to today

Current Rent – Allows you to see the latest rate accepted at the floor plan level. The rate change was Auto Accepted and need to review rates to confirm you agree with the accepted prices

New Lease Workflow
UNIT TYPE DETAILS

View Unit Types

An * indicates we have grouped more than one-unit type together to create the AI Revenue Management Floor Plan Group.

1B1B* Units: **144**   **Auto Accepted**   Last Lease Date: 03/30/20   Last Rent Change: 04/09/20

$1,445 ⊕	$1,415	$30 ⊕	$1,379 ⊕	8 Actual	$1,445 ⊕
Recommended	Yesterday	Difference	Recent Avg EFF	Leases Needed	Current
$1 Amen Adj					
	0 Shortfall 73% Mkt Pos.	2.1% ⊕	3% 28-Day 60% Mkt Pos.	-1 ⊕ 1 Day Change	0% 7-Day 84% Mkt Pos.
0 Shortfall 84% Mkt Pos.					

Similar unit types are typically grouped together based on bedroom size and seasonality to create a larger unit count for the statistical model

1B1B* Unit Types   Hide

Unit Type	Total Units	Avail. Units	Square Feet	Beds	Baths	Base Rent Adj.
p1x1	52	4	707	1	1	25
p-1x1	88	4	707	1	1	25
p1x1hc	4	0	707	1	1	0

Update Unit Types

While units are priced individually, Base Rent Adjustments protect the value of the unit types not accounted for in amenities

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New Lease Workflow
OCCUPANCY AND TREND

Occupancy and Trend
Statistics Report (FP)

Occupancy and Trend
Statistics Report (Property)

Conventional II 219		401	35 (8.7%)	0		
Post Date: Sep-28-2020 Horizon End: Dec-15-2020		Total Units	Leases Needed	1-Day Δ	⋮	⌄

1B1B* Units: **144** **Auto Accepted** Last Lease Date: 03/30/20 Last Rent Change: 04/09/20

$1,445 ⊕	$1,415	$30 ⊕	$1,379 ⊕	8 Actual	$1,445 ⊕
Recommended $1 Amen Adj	Yesterday	Difference	Recent Avg EFF	Leases Needed	Current
0 Shortfall 84% Mkt Pos.	0 Shortfall 73% Mkt Pos.	2.1% ⊕	3% 28-Day 60% Mkt Pos.	-1 ⊕ 1 Day Change	0% 7-Day 84% Mkt Pos.

Floor Plan	Unit Type	# Of Units	Percent Leased	Percent Occupied	Capacity Percent	% From New Leases
1B1B*	N/A	144	94.4%	94.4%	95.0%	45.0%
	p1x1hc	4	100.0%	100.0%	N/A	N/A
	p-1x1	88	95.5%	95.5%	N/A	N/A
	p1x1	52	92.3%	92.3%	N/A	N/A

New Lease Workflow
RECENT AVERAGE EFFECTIVE

Recent Average Effective Rent

1B1B* Units: **144** **Auto Accepted** Last Lease Date: 03/30/20 Last Rent Change: 04/09/20

$1,445 ⊕	$1,415 ⊕	$30 ⊕	$1,379 ⊕	8 Actual	$1,445 ⊕
Recommended $1 Amen Adj	Yesterday	Difference	Recent Avg EFF	Leases Needed	Current
0 Shortfall 84% Mkt Pos.	0 Shortfall 73% Mkt Pos.	2.1% ⊕	3% 28-Day 60% Mkt Pos.	-1 ⊕ 1 Day Change	0% 7-Day 84% Mkt Pos.

Floor Plan : 1B1B*

Unit Type	Building	Unit	Application Date	Lease Start	Lease End	Term	Actual Effective Rent	Floor Plan Normalized Effective	Qualified Lease	Weight	Recent Average Effective Rent	Condition
p-1x1	N/A	14-107	3/30/20	4/11/20	5/18/21	13	$1,417	$1,400	Yes	3.2	$1,379	
p-1x1	N/A	10-103	3/23/20	4/17/20	4/13/21	12	$1,337	$1,360	Yes	1.7	$1,379	
p-1x1	N/A	10-202	3/21/20	5/1/20	5/29/21	13	$1,332	$1,310	Yes	1	$1,379	
p1x1	N/A	06-202	3/15/20	3/27/20	3/26/21	12	$1,293	$1,293	No		$1,379	
p-1x1	N/A	14-203	3/7/20	3/11/20	12/13/20	9	$1,473	$1,373	No		$1,379	
p1x1	N/A	04-207	2/20/20	2/23/20	2/20/21	12	$1,298	$1,202	No		$1,379	
p-1x1	N/A	14-202	2/19/20	3/11/20	4/15/21	13	$1,267	$1,277	No		$1,379	

Recent Average Effective Rent is one rent that represents a benchmark rate of recent success in the floor plan

- Calculation includes last 3 to 5 leases (depending on velocity)
- Includes longer term leases, 9 to 15 month
- Normalized to a 12-month lease term price
- Normalized for amenities and base rent adjustments
- Time weighted so the most recent leases are prioritized carry more weight

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New Lease Workflow

DECISION SUPPORT
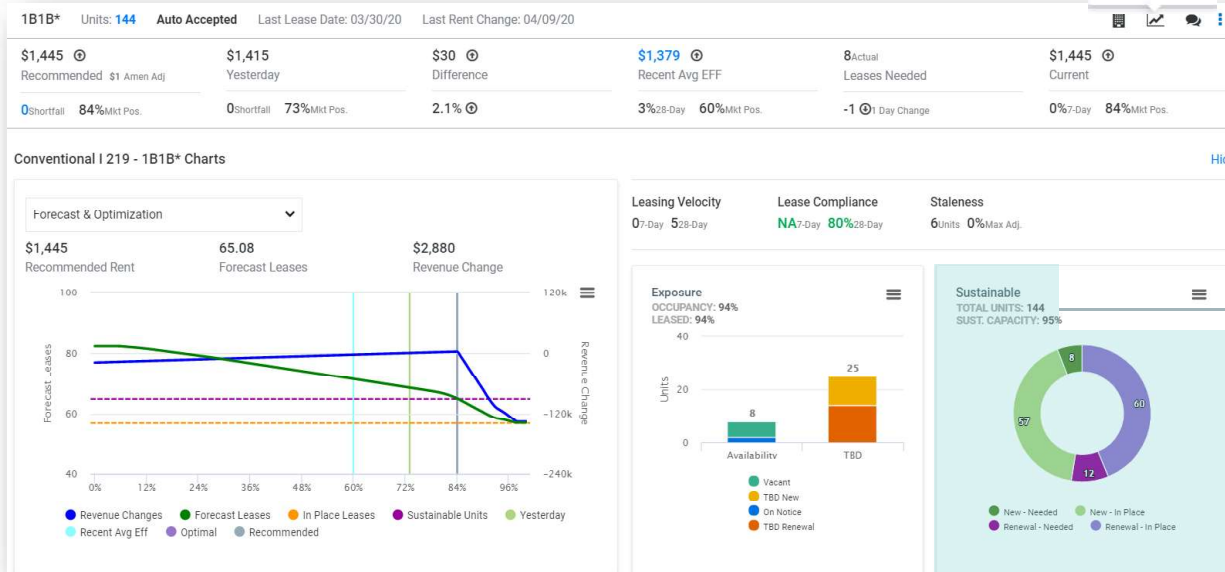
SUSTAINABLE CAPACITY:
Is an inventory constraint set at the floor plan level that drives the number of leases needed

- IN PLACE LEASE: Any occupied or pre-leased unit that expires after the horizon end date
- Renewals Needed is calculated by AI Supply where only TBD leases are assigned a probable renewal conversion
- New Leases Needed is then determined to complete the goal based on capacity setting

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New Lease Workflow
DECISION SUPPORT
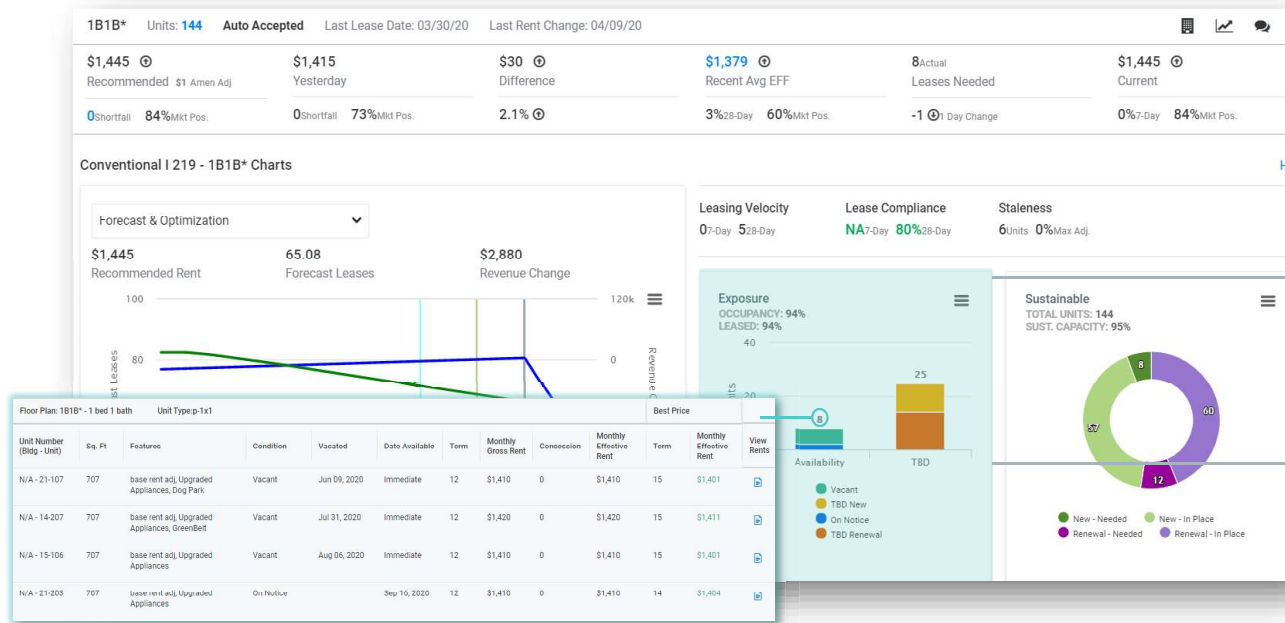
EXPOSURE WIDGET
Quickly see Occupancy % and Leased %

AVAILABILITY and TBD:
- Hover over bars to see counts
- 25 leases expiring in Forecast Horizon Period - TBD
- 6 units Vacant and 2 units On Notice to Vacate not leased
- Click on availability bar to view individual unit pricing

New Lease Workflow
DECISION SUPPORT

LEASING VELOCITY: How many leases achieved in the last 7 & 28 days

LEASE COMPLIANCE: For leases achieved, is the team leasing with AI Revenue Management rates? 100% means no compliance variances

STALENESS: Shows how many units are considered stale. If Staleness is turned on, the % or $ amount will show next to the unit count

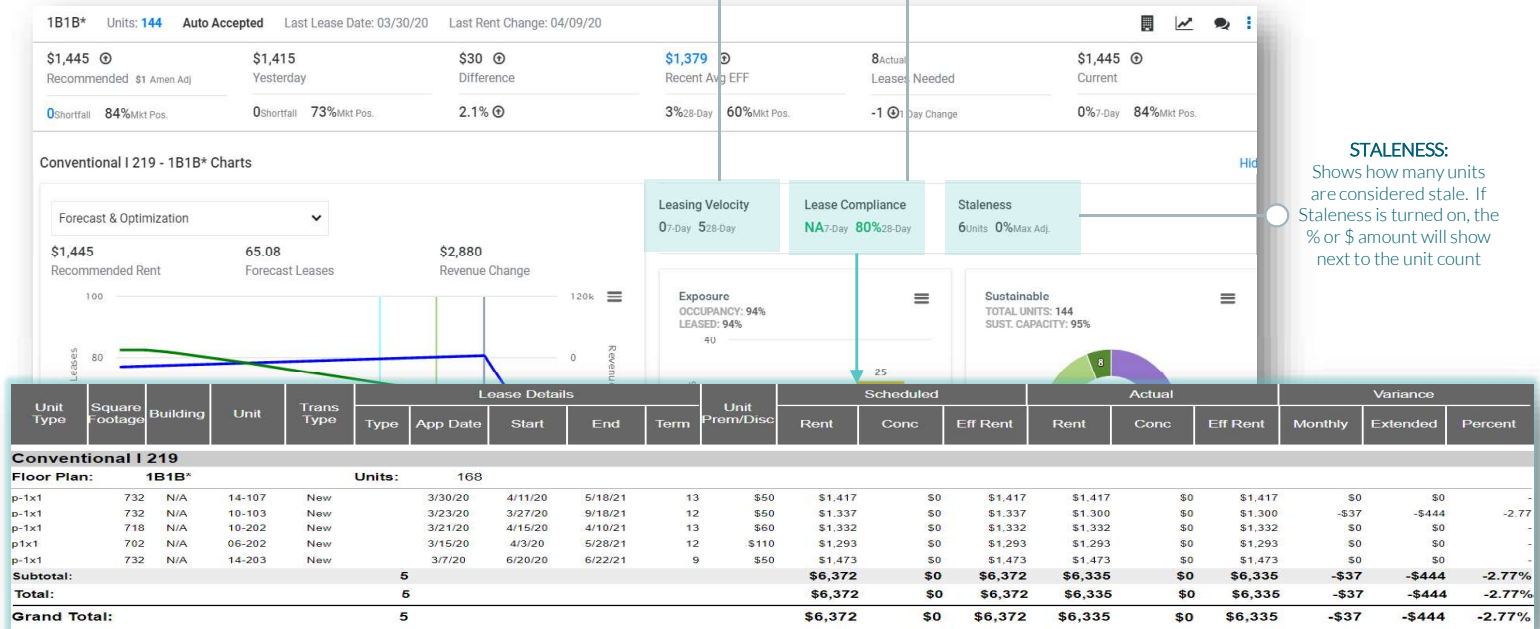| Unit Type	Square Footage	Building	Unit	Trans Type	Lease Details						Scheduled			Actual			Variance		
					Type	App Date	Start	End	Term	Unit Prem/Disc	Rent	Conc	Eff Rent	Rent	Conc	Eff Rent	Monthly	Extended	Percent
Conventional I 219																			
Floor Plan:		**1B1B***		**Units:**		168													
p-1x1	732	N/A	14-107	New		3/30/20	4/11/20	5/18/21	13	$50	$1,417	$0	$1,417	$1,417	$0	$1,417	$0	$0	-
p-1x1	732	N/A	10-103	New		3/23/20	3/27/20	9/18/21	12	$50	$1,337	$0	$1,337	$1,300	$0	$1,300	-$37	-$444	-2.77
p-1x1	718	N/A	10-202	New		3/21/20	4/15/20	4/10/21	13	$60	$1,332	$0	$1,332	$1,332	$0	$1,332	$0	$0	-
p1x1	702	N/A	06-202	New		3/15/20	4/3/20	5/28/21	12	$110	$1,293	$0	$1,293	$1,293	$0	$1,293	$0	$0	-
p-1x1	732	N/A	14-203	New		3/7/20	6/20/20	6/22/21	9	$50	$1,473	$0	$1,473	$1,473	$0	$1,473	$0	$0	-
Subtotal:				5							$6,372	$0	$6,372	$6,335	$0	$6,335	-$37	-$444	-2.77%
Total:				5							$6,372	$0	$6,372	$6,335	$0	$6,335	-$37	-$444	-2.77%
Grand Total:				5							$6,372	$0	$6,372	$6,335	$0	$6,335	-$37	-$444	-2.77%

New Lease Workflow

DECISION SUPPORT

**DEMAND FORECAST CHART:** Direction of pricing recommendation
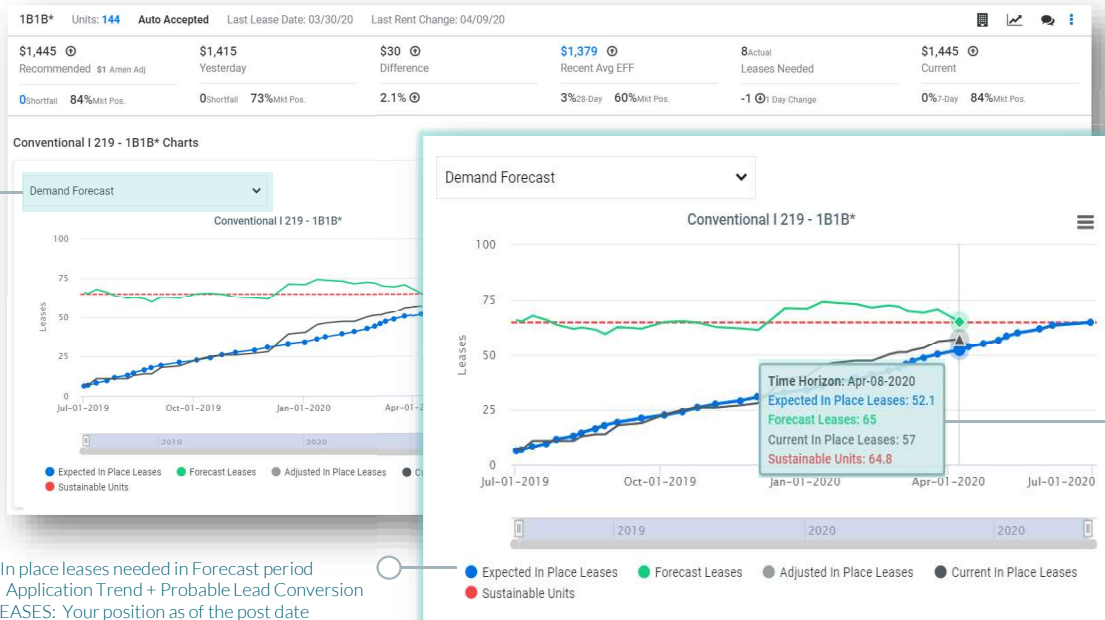
Hovering your mouse over the charts produces counts for all lines displayed

SUSTAINABLE UNITS: In place leases needed in Forecast period
EXPECTED IN PLACE LEASE: Application Trend + Probable Lead Conversion
CURRENT IN PLACE LEASES: Your position as of the post date
FORECAST LEASES: As of yesterday's price would you achieve all leases needed

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New Lease Workflow

DECISION SUPPORT

MARKET RANGE CHART:
Magnitude of Change
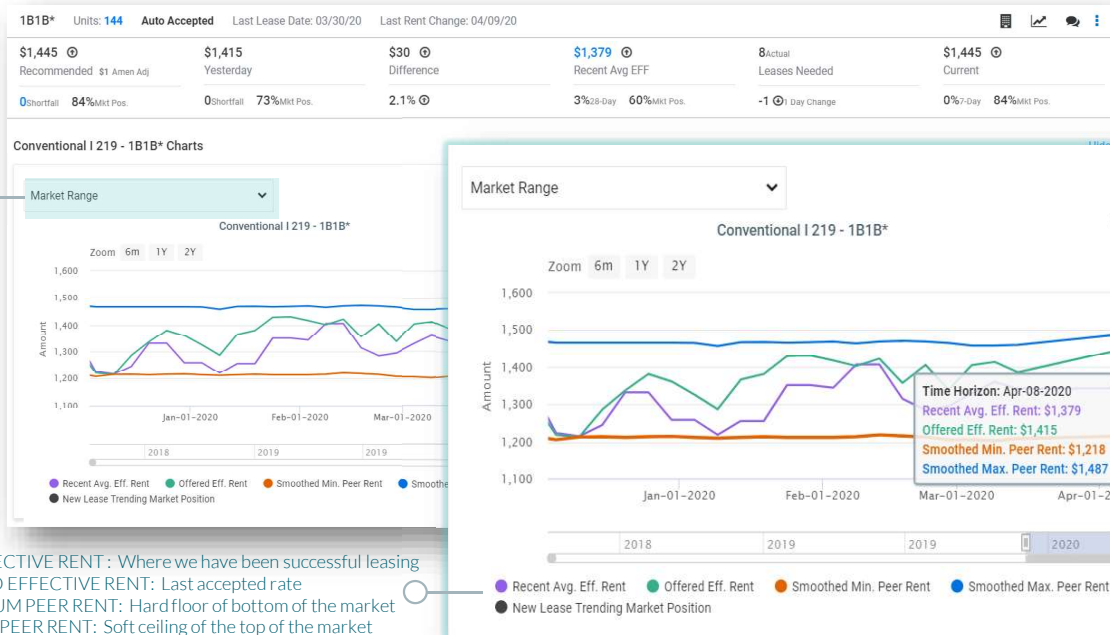
RECENT AVERAGE EFFECTIVE RENT : Where we have been successful leasing
OFFERED EFFECTIVE RENT: Last accepted rate
SMOOTHED MINIMUM PEER RENT: Hard floor of bottom of the market
SMOOTHED MAX PEER RENT: Soft ceiling of the top of the market
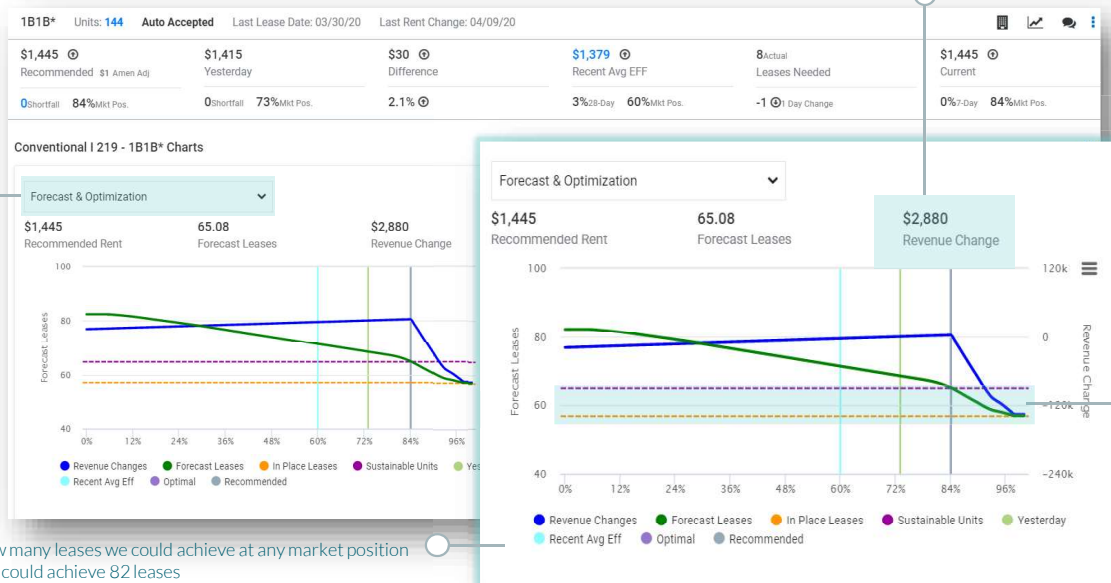
New Lease Workflow

DECISION SUPPORT

REVENUE CHANGES: Change in revenue for each recommendation and market position

FORECAST & OPTIMIZATION CHART: Review of the revenue change at different market positions and achievable leases

IN PLACE LEASES: 57
SUSTAINABLE UNITS: 65
WE NEED: 8

FORECAST LEASES: How many leases we could achieve at any market position
- At 0% market position I could achieve 82 leases
- At 100% I would not get any more leases and stay at 57
- At what market position would I achieve the 65 needed?

New Lease Workflow
RATE REVIEW PROCESS

Enter an alternate floor plan normalized rate

Override
Conventional I 219 - 2B2B*

Rent
$ 1450

Comment
Need to enter 2 NTV - asking for a larger decrease with more availability

177/250 Remaining

Comments History
Generate Report

Thu - Apr 09, 2020
AutoPilot   03:02 am CDT
Accept - Recommended ($1,488)
Accepted by AutoPilot

Wed - Apr 08, 2020
AutoPilot   03:02 am CDT
Accept - Recommended ($1,498)
Accepted by AutoPilot

Tue - Apr 07, 2020
lbecherer   10:35 am CDT
Accept - Override ($1,460)

Cancel   Done

Commentary is required when not accepting the recommended rent

Click REVIEW to send in your rates

Use Recommended Rent
Keep Yesterday's Rent
Override

If proposing an override, select RENT ACTIONS – select OVERRIDE

Pending Review ①   Pending Approval ⓪   Approved ⓪

Review All

Conventional I 219   362
Post Date: Apr-08-2020   Horizon End: Jun-30-2020   Total Units

If you agree with the model's recommendation, click on the RECOMMENDED RENT

1D1D⁺   Units: **144**   Auto Accepted   Last Lease Date: 03/30/20   Last Rent Change: 04/09/20   Using: **RECOMMENDED**

$1,445 ⊕ $1,415 $30 ⊕ $1,379 ⊕
Recommended $1 Amen Adj   Yesterday   Difference   Recent Avg EFF

0 Shortfall   84% Mkt Pos.   0 Shortfall   73% Mkt Pos.   2.1% ⊕   3% 28-Day   60% Mkt Pos.

2B2B*   Units: **188**   Auto Accepted   Last Lease Date: 03/30/20   Last Rent Change: 04/09/20   Using: **OVERRIDE** $1,450 Edit

$1,488 ⊕ $1,498 $10 ⊕ $1,428 ⊕
Recommended $0 Amen Adj   Yesterday   Difference   Recent Avg EFF

0 Shortfall   72% Mkt Pos.   -1 Shortfall   77% Mkt Pos.   -0.7% ⊕   -12% 28-Day   45% Mkt Pos.

If you want to keep Yesterday's rate, click on YESTERDAY RENT and provide commentary for reasoning

3B2B*   Units: **30**   Auto Accepted   Last Lease Date: 03/16/20   Last Rent Change: 04/09/20   Using: **YESTERDAY**

$1,858 ⊕ $1,841 $17 ⊕ $1,677 ⊕
Recommended $17 Amen Adj   Yesterday   Difference   Recent Avg EFF

0 Shortfall   98% Mkt Pos.   0 Shortfall   92% Mkt Pos.   0.9% ⊕   0% 28-Day   41% Mkt Pos.

Review

72% Mkt Pos.

98% Mkt Pos.

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New Lease Workflow

RATE ACCEPTANCE EMAIL

MEDVE GROUP – Daily Workflow

- Property Manager will access AIRM Daily and review the auto accepted rates for the day. Property Managers may recommend an adjustment if needed while providing supporting documentation.
- Every week, the Performance Advisor will host a call with those involved in decision making
- Recommendations will be reviewed, and changes will be made while on the weekly call or if adjustments are suggested during the week.
- The Property Manager, Regional Manager and Asset Manager will receive an e-mail summarizing any changes following the call
- On days outside of the weekly call, rates that fall within auto acceptance parameters will be accepted
  - Auto-pilot acceptance will not trigger an email notification- be sure to follow report generation below for new pricing information.
- Each day the onsite team will print and save electronically the Rent Summary and the Unit Availability report from AI Revenue Management
- The Property Manager should always relay pricing changes to the leasing team

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Daily Reports

Daily reports and processes to empower the leasing teams to close more leases and to say "Yes" to your customers.

Daily Reports

From the Menu Selection, choose Reports.
This will change your Menu bar to Asset Optimization Reports

Select a Report

Rent Summary
Unit Availability

Rent Summary

- The Rent Summary report is used for market surveys, locators, responding to pricing inquiries and to pre-qualify customers with a price range.
- Important Considerations: This represents a longer-term lease, moving in within a week of an apartment's availability.

Floor Plan	Unit Type	Bedrooms	Bathrooms	Avg. Sq. Ft	Monthly Effective Rent	Available Units
0B1B	1S	0	1	607	$1,063 - $1,238	10
1B1B*	1L	1	1	702	$1,379 - $1,534	4
1B1B*	1LWU	1	1	718	$1,298 - $1,318	0
1B1B*	1M	1	1	732	$1,338 - $1,461	13
1B1B*	1MA	1	1	924	$1,428 - $1,428	0
1B1B*	1MC	1	1	840	$1,403 - $1,423	0
1B1B*	1MCa	1	1	897	$1,532 - $1,585	1
1B1B*	1MWU	1	1	726	$1,370 - $1,408	1
1B1B*	1S.2	1	1	825	$1,273 - $1,293	0
2B2B*	2M	2	2	1,152	$1,701 - $1,801	0
2B2B*	2Ma	2	2	1,039	$1,702 - $1,782	1
2B2B*	2MC	2	2	1,363	$1,818 - $1,970	8
2B2B*	2MCb	2	2	1,152	$1,803 - $1,879	1
2B2B*	2Md	2	2	1,071	$1,706 - $1,811	1
2B2B*	2M THS	2	2	1,513	$2,191 - $2,191	0
2B2B*	2MWU	2	2	1,104	$1,676 - $1,696	0
3B2B*	3L	3	2	1,419	$2,455 - $2,505	0
3B2B*	3LC	3	2	1,709	$2,751 - $2,910	1

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Unit Availability

- The Unit Availability report is used to match a customers needs with what you have, based on their preferences for move-in time frame, preferred features and price range to an apartment.
- This report is used to pre-qualify, not to deliver a price.

Floor Plan	Unit Number	Sq Ft	Features	Condition	Vacated	Date Available	Term	Monthly Effective Rent
Unit Type: 1S								
0B1B	F-206	607	Handicapped Units, Park View 1, Elevator Building, Contemporary Finish, ADA accessible	Vacant	6/13/20	Immediate	12	$1,097
0B1B	AA-303	607	Amenity Building, Elevator Building, Wooded View, Contemporary Finish, Premium Contemporary Finish	Vacant	7/26/20	Immediate	12	$1,153
0B1B	Q-308	607	Handicapped Units, Elevator Building, Top Floor, Contemporary Finish, ADA accessible	Vacant	7/29/20	Immediate	12	$1,097
0B1B	J-305	607	Handicapped Units, Elevator Building, Top Floor, Contemporary Finish. ADA accessible	Vacant	7/31/20	Immediate	12	$1,097
0B1B	R-207	607	Wooded View, Contemporary Finish	Vacant	8/10/20	Immediate	12	$1,076
0B1B	Q-108	607	Handicapped Units, All Hardwoods, Contemporary Finish, ADA accessible	Vacant	8/14/20	Immediate	12	$1,076
0B1B	G-410	607	Elevator Building, Top Floor, Contemporary Finish	Vacant	8/20/20	Immediate	12	$1,107
0B1B	R-303	607	Wooded View, Top Floor, Contemporary Finish	Vacant	8/28/20	9/5/20	12	$1,097
0B1B	G-109	607	Handicapped Units, All Hardwoods, Contemporary Finish, ADA accessible	Vacant	8/31/20	9/8/20	12	$1,076
0B1B	J-201	607	Elevator Building, Contemporary Finish, Extra Windows	On Notice		10/17/20	12	$1,070
Unit Type: 1L								
1B1B*	R-109	702	Balcony - Large, All Hardwoods, Contemporary Finish	On Notice		9/18/20	12	$1,412
1B1B*	F-105	702	All Hardwoods, Contemporary Finish, 12 ft 8 in Ceilings, Raised Walk-up Balconies	On Notice		9/25/20	12	$1,479
1B1B*	F-405	702	Elevator Building, Top Floor, Contemporary Finish	On Notice		9/26/20	12	$1,407
1B1B*	F-209	702	Elevator Building, Contemporary Finish	On Notice		10/6/20	12	$1,353

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Availability - Matrix

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Quote

Next Steps & Critical Success Factors

The Next Steps

STEP 2

Demonstrate your new knowledge during the Initial Rate Review

STEP 4

Ensure we have established integrations with third-party syndicates

TODAY

Today was your initial introduction to AI Revenue Management

STEP 3

Next up is practice in the form of a Dashboard Review call with your Performance Advisor

FINAL STEP

You are ready to optimize with AI Revenue Management

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OneSite Action Items

- Today, are you entering all concessions into OneSite, in scheduled billing, at the time of application rather than waiting until the applicant moves in?

- Have you performed a full audit and review of amenities in OneSite. Where appropriate, have you entered negative amenities?

- Are you managing and updating make ready dates in OneSite? It's especially important estimated make ready dates are entered into OneSite.

- Have you reviewed the today page, follow up and tasks in OneSite?

- Have you begun utilizing the electronic guest card and leasing workflow in OneSite?

- Are you updating leads regularly in OneSite with touch points and/or marking as lost?

- Are you issuing a OneSite quote to everyone who visits or calls the community as the only means to deliver pricing? Have you reviewed the e-Brochure/Quote in OneSite/L2L/ILM and ensured it is properly set up and configured?

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Critical Success Factors

- Compelling and continuous support from all levels of leadership.

- Your Pricing Advisor is an extension of your team and empowered with the authority required for success.

- Agreed upon performance measurement approach.

- Frequent review of performance versus internal and external benchmarks.

- Regular secret shops and surveys to confirm successful adoption and subsequent delivery of additional training where needed.

- Immediate training for on site team members when turnover occurs.

- Timely entry of all transactions into the property management system since price can change daily based on current situation.

- Disciplined use of formal quotes

- Continued leveraging of operational and asset management expertise

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Questions?

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Property View - *Snapshot*

Post Date	Date of the last data feed from the Property Management System
Horizon End	Forecast period end date
Sustainable Capacity	The average occupancy expectation for the forecast period
Forecasted Renewal Conversion (AIRM floor plan level)	**1)** AI Supply, the model is predicting the probability of each TBD lease converting to a renewal within the forecast period **2)** Legacy renewal conversion, looks at every lease expiration in the forecast period and what percentage renewed **3)** If a default conversion is hard-coded this value is used to determine the anticipated renewal conversion.
Actual Renewal Conversion (AIRM floor plan level)	Number of expired leases in past 30 days and what percentage of those renewed
Units	Total number of units sent in nightly feed
Sustainable Units	Total Units * Sustainable Capacity = Sustainable Units
In Place Leases	Number of leases not set to move out or expire by the end of the forecast period
Leases Needed	Number of leases needed by the end of the forecast period to achieve sustainable capacity
Forecasted Renewals	Number of renewals the model expects to be achieved at yesterday's renewal rate by the end of the forecast period
New Leases Needed	Number of new leases needed at yesterday's new lease price by the end of the forecast period to achieve sustainable capacity
Shortfall	Leases Needed minus Forecast, if this number is less than zero a '**Surplus**' count will render
Revenue Risk	Shortfall Count * (Estimated Daily Rent (Yesterday's Offered)/30) * expected vacant days = Shortfall

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Property View – *Actual and Forecasted Grid & Chart*

Actual Data Grid	Revenue, Rent & Occupancy as of the date* displayed at the top of each week for the past six weeks
Forecasted Data Grid	Revenue, Rent & Occupancy as of the date* in the future based on current
ACTUAL CHART	
Leases Needed	Number of leases needed as of the date* on the horizontal axis
Actual Application	Number of applications for the respective week
Yesterday's Forecasted Leases	Number of forecasted new leases at yesterday's rate as of the date* on the horizontal axis
Recommended Forecasted Leases	Number of forecasted new leases at the recommended rate as of the date* on the horizontal axis
FORECASTED CHART	
Vacant	Number of units vacant unleased as of the last data feed
Renewed	Renewal leases set to expire within the forecast period
Notice	Pending leases for 'On Notice' units set to expire within the forecast period
TBD	Leases that have not renewed and are set to expire within the given week on the horizontal axis
Forecasted Application	Number of forecasted new leases within the given week on the horizontal axis
Forecasted Renewal	TBDs * Forecasted Renewal Conversion = Forecasted Renewal
Vacant w/ Pending Lease	Vacant leased units set to expire within the forecast period
Notice w/ Pending Lease	Notice leased unit set to expire within the forecast period

dates on Grids & Charts represent week ending dates

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WHAT

WE

BELIEVE

- We believe in doing what's right. Always.
- We are grateful for every client we have the fortune to partner with.
- We believe in complete transparency.
- We believe we should know the multifamily business, not just revenue management.
- We believe our system should be able to execute your individual asset strategy.
- We believe every client deserves exceptional service

- We measure ourselves by your satisfaction.
- We believe in overseeing properties as though we own them ourselves.
- We believe in collaboration: technology is not a substitute for operational expertise.
- We believe the information in our system should always make sense to you.
- We believe you get what you pay for.
- We believe that if it sounds too good to be true, it probably is.
- We believe we can deliver better results for you than you would otherwise be able to achieve.

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